

Facts:



Health Promotion Unit
Tobacco Use Prevention Program
1-866-726-9926 (toll free)

Tobacco Use Among Missouri Youth 2007

Data Source: Missouri 2007 Youth Tobacco Survey conducted by the Missouri Department of Health and Senior Services. Self-reported data were obtained in spring 2007 from 1,338 Missouri middle school and 1,330 Missouri high school students. Public schools and students were randomly selected.

Lifetime Tobacco Use Among Missouri students

- 34.6% of middle school students and 58.9% of high school students have used some form of tobacco product in their lifetime.
- 26.4% of middle school students and 51.1%* of high school students have smoked cigarettes in their lifetime.
- 26.5% of middle school students and 13.0% of high school students that have smoked cigarettes in their lifetime smoked a whole cigarette for the first time before the age of 11.
- 6.1% of middle school students and 15.5% of high school students had smoked cigarettes daily at some point in their lifetime.

*Statistically significant decrease from 2003 and 2005.

Current Middle School Users

Students who smoked cigarettes, cigars, bidis, used smokeless tobacco, or used any form of tobacco on one or more of the 30 days prior to the survey.

	Total	Female	Male	6 th	7 th	8 th	White	Black	Hispanic	Other
Cigarettes	6.9	7.4	6.3	3.2	6.8	10.6	7.8	12.6	11.5	8.4
Cigars	4.8	4.1	5.4	2.2	4.1	8.0	4.0	8.0	6.3	3.5
Bidis	3.0	2.1	3.9	2.3	4.1	2.7	3.3	1.8	2.7	6.0
Smokeless	3.6	1.7	5.3	1.2	5.4	4.0	4.3	0.7	0.0	6.9
Any Tobacco**	13.4	12.0	14.7	7.7	13.4	19.0	13.7	11.8	19.2	12.7

Current High School Users

Students who smoked cigarettes, cigars, bidis, used smokeless tobacco, or used any form of tobacco on one or more of the 30 days prior to the survey.

	Total	Female	Male	9 th	10 th	11 th	12 th	White	Black	Hispanic	Other
Cigarettes	21.3	20.4	22.2	13.6	22.8	26.7	24.1	23.6	8.6	23.7	23.9
Cigars	13.7	9.4	17.6	10.4	10.0	16.4	19.1	13.8	12.7	10.6	14.0
Bidis	6.2	2.9	9.4	4.9	6.9	4.7	9.0	5.0	11.5	9.3	8.1
Smokeless	7.6	2.2	12.9	7.8	6.7	9.2	6.9	8.0	5.5	6.6	10.1
Any Tobacco**	30.7	25.7	35.4	23.9	27.7	37.8	35.7	32.5	22.0	36.0	27.0

**Includes cigarettes, cigars, bidis, kreteks, pipes, and smokeless tobacco.

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www.dhss.mo.gov/SmokingAndTobacco

Percentage of MIDDLE SCHOOL students that:	Total	Never Smoked	Current Smokers
Were taught about the dangers of tobacco use at school this year	61.9	NA	NA
Practiced ways to say "No" to tobacco use at school this year	45.5	NA	NA
Discussed dangers of tobacco use with parent or guardian in past year	68.9	71.5	71.9
Live with someone who currently smokes cigarettes	44.6	36.5	80.7
Have one or more of four closest friends that smoke	27.9	14.7	83.5
Participated in any community event discouraging tobacco use in past year	18.9	19.9	17.8
Saw or heard anti-smoking commercials in the 30 days prior to the survey	62.7	NA	NA
See tobacco ads on the Internet, TV or movies most or some of the time	83.3	NA	NA
See actors using tobacco on TV or movies most or some of the time	78.0	NA	NA
Bought or received anything with a tobacco company name or picture on it	15.5	8.7	40.2
Would wear or use anything with a tobacco company name or picture on it	21.4	10.5	55.0
Are receptive to tobacco advertising	9.0	2.8	31.6
Smoked Marlboro cigarettes during past 30 days (most preferred brand)	NA	NA	40.3
In same room with someone smoking cigarettes 1 or more of past 7 days	53.8	45.8	94.6
Rode in car with someone smoking cigarettes 1 or more of past 7 days	42.7	33.4	92.5
Definitely or probably think smoke from other's cigarette is harmful	94.2	95.7	82.4
Think people can get addicted to using tobacco just like cocaine or heroin	90.7	92.4	89.1
Think young people who smoke cigarettes have more friends	16.9	12.2	39.8
Think smoking cigarettes makes young people look cool or fit in	12.3	7.9	26.7
Think youth risk harming themselves if they smoke 1-5 cigarettes per day	89.0	90.7	79.4
Think it is safe to smoke a year or two, as long as you quit after that	10.6	5.0	31.3
Of current smokers, think they would be able to quit if they wanted to	NA	NA	66.4
Of never smokers, are susceptible to starting smoking	NA	19.1	NA

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Percentage of HIGH SCHOOL students that:

	Total	Never Smoked	Current Smokers
Were taught about the dangers of tobacco use at school this year	39.2	NA	NA
Practiced ways to say "No" to tobacco use at school this year	18.0	NA	NA
Discussed dangers of tobacco use with parent or guardian	61.3	60.6	69.2
Live with someone who currently smokes cigarettes	44.7	32.1	60.5
Have one or more of four closest friends that smoke	52.7	30.0	89.8
Participated in any community event discouraging tobacco use in past year	14.3	16.2	10.6
Saw or heard anti-smoking commercials in the 30 days prior to the survey	74.4	NA	NA
See tobacco ads on the Internet, TV or movies most or some of the time	89.7	NA	NA
See actors using tobacco on TV or movies most or some of the time	87.4	NA	NA
Bought or received anything with a tobacco company name or picture on it	15.5	9.6	39.3
Would wear or use anything with a tobacco company name or picture on it	21.4	20.0	61.5
Are receptive to tobacco advertising	13.0	4.6	29.2
Smoked Marlboro cigarettes during past 30 days (most preferred brand)	NA	NA	50.9
In same room with someone smoking cigarettes 1 or more of past 7 days	67.6	54.7	89.3
Rode in car with someone smoking cigarettes 1 or more of past 7 days	52.5	33.2	88.0
Definitely or probably think smoke from other's cigarette is harmful	91.8	96.2	80.7
Think people can get addicted to using tobacco just like cocaine or heroin	86.4	89.5	82.8
Think young people who smoke cigarettes have more friends	19.3	13.3	26.3
Think smoking cigarettes makes young people look cool or fit in	14.1	9.4	19.3
Think youth risk harming themselves if they smoke 1-5 cigarettes per day	89.0	92.2	84.3
Think it is safe to smoke a year or two, as long as you quit after that	10.6	6.2	26.1
Of current smokers, think they would be able to quit if they wanted to	NA	NA	77.9
Of never smokers, are susceptible to starting smoking	NA	21.7	NA